

TUESDAY, OCTOBER 19TH, 2021



8:00 - 8:45 AM

Registration & Networking

8:45 - 9:00 AM

Warm Welcome

9:00 - 10:00 AM

Key-Note Speaker, Nick Tasler, Leadership Keynote Speaker
Dream Big, Start Now... One Decision at a Time.

Isn't it time to turn the corner? To start chasing tomorrow's dreams by stepping out of yesterday's shadows? Isn't right now the right time? All it takes is one decision at a time. Decisions are the most basic building blocks of growth and innovation. In these times of disruptive change, the more strategically and decisively you stack your blocks, the faster and more effectively you'll seize opportunities, implement creative solutions, and find new ways to accelerate the growth of your career, the transformation of your team, and the prosperity of your organization—one decision at a time.

10:00 - 10:15 AM

Break

Session 1

10:15- 11:15 AM

Economic Development

Itasca SWOT: Where do we go from here?

In 2021, IEDC hired Hickey Global to conduct an industry cluster analysis of the Itasca Area. Join us to hear the highlights of this analysis along with recommendations to improve Itasca County in years to come.

Presented by: Jason Hickey, Hickey & Associates; and Barry Matherly, Hickey Global

Community Development

Dynamics of the Rural Housing Crisis

State and local leaders ground us in today's critical housing crunch and challenges faced throughout the nation, state and locally in Itasca County.

Learn more about the complexities we face to find solutions that address the shortages felt in every type of housing, from low-income and workforce housing to market rate and single family homes. Forget easy answers.

Solutions are expensive, laborious, and exist on a national scale.

Presented by: Elizabeth Glidden, MN Housing Partnership; and Diane Larson, Itasca County HRA

Innovation/Entrepreneurship/Workforce

Workforce: The Next 10 Years and How to Thrive

The workforce crisis that we face will be more challenging in the future, our eyes need to be open for what is ahead! Hear what we can do to best utilize our current workforce, how to be proactive to analyze your organization, and how we can adapt to attract and develop quality talent in the future!

Presented by: Mike Henke, Workforce Expert

TUESDAY, OCTOBER 19TH, 2021

Session 2

11:15 AM - 12:15 PM

Economic Development

The Irresponsible Pursuit of Paradise

"The Irresponsible Pursuit of Paradise begins with a quest to discover the secrets of Paraiso, an imaginary kingdom that is a paradise in both name and appearance." This is stated in the preface of Jim Bowyer's book, and we're honored to learn about this and more. Listen in as Jim Bowyer dives into the topics of "life cycle assessment, carbon tracking and reporting, bioenergy, green building standards, and environmental policy."

Presented by: Jim Bowyer, Professor Emeritus, U of M

Community Development

Gearing up! "Granny" to "Gnarly": Rural Minnesota Mountain Biking

Mountain Biking continues to thrive and grow in rural MN. Get a grip on the "downside" as our growing momentum propels us forward into new opportunities. Hear from area leaders about the risks and rewards of continuing to grow this adventurous arm of tourism.

Presented by: Max Peters, City of Cohasset; Dr.Phil Imholte, Grand Itasca; and David Gabrys, Quality Bicycle Products

Facilitated by: Megan Christianson, Visit Grand Rapids

Innovation/Entrepreneurship/Workforce

Workforce Development: Navigating the Resource Roadmap

We don't know what we don't know. It's time to reset your knowledge of local workforce development programs. Check in with experts in the workforce realm and learn about programs that support both the business and the individual as we all work together to tackle workforce challenges, including attraction and development.

Presented by: Carson Gorecki, MN DEED; Shawn Herhusky, MN DEED; Dave Cook, 218 Trades; and Randy Back, NEMOJT.

Facilitated by: Ian Vincent, APEX

12:15 - 12:30 PM

Break

TUESDAY, OCTOBER 19TH, 2021

Lunch

12:30 - 1:15 PM

Key-Note Speakers, Arik Forsman, Jennifer Cady, & Julie Pierce, MN Power

Boswell Energy Center: Planning for Tomorrow

Hear more from local Minnesota Power leadership about the status of their Integrated Resource Plan and how our community can continue to support them. In addition, gain insights on plans for the future including ardent work in economic development and influencing and supporting projects such as Huber Engineered Woods in Cohasset.

Lunch

1:15 - 2:00 PM

Keynote Speaker, Tim Romans & Mark Lindquist, Huber Engineered Woods ***Huber Engineered Woods: Why Northeast MN***

Join us in welcoming Huber Engineered Woods to Northeast Minnesota. Hear from company leaders on where they are in their process as well as an overview of the project. Also, gain greater insight into the mission and priorities of Huber Engineered Woods.

2:00 - 2:15 PM

Break

Session 3

2:15 - 3:15 PM

Economic Development

Business Development: Navigating the Resource Roadmap

We don't know what we don't know. Thinking of starting a new business? How about taking your current business to the next level? Local experts will take you through their unique programs and help you understand available resources. Challenge yourself to think bigger and find new opportunities to grow in our community.

Presented by: Rob Sjostrand, IEDC/SBDC; Matt Sjoberg, IRRR; and Brad Brzezinski, MN DEED

Facilitated by: Jeff Borling, Great River Energy

Community Development

Bring a Hotdish: The New Recipe for a Welcoming Community

It's time to redefine rural community development. Beyond ribbon cuttings and potlucks, what can your community do to lay out the red carpet for influencers? Join us for a dialog around new best practices to create a community where people want to not just get by...but thrive.

Presented by: Elissa Hansen, Northspan; and Benya Kraus, Lead For America

Innovation/Entrepreneurship/Workforce

Innovation Acceleration

Innovation empowers entrepreneurs to accelerate their ideas and create economic prosperity for themselves as well as their community. Hear as our panel of serial entrepreneurs tell how they achieved their success by taking risks and learning from failure. How can our community become a haven for this rapidly evolving passionate cluster?

Presented by: Nick Tietz, ILT Studios; Ryan Weber, Great North Ventures; and Beth Fynbo, Busy Baby LLC

Facilitated by: Kirstie McPherson, IEDC

TUESDAY, OCTOBER 19TH, 2021

3:15 - 3:30 PM

Break

Work Session 1
3:30 - 4:30 PM

Economic Development
ED Facilitated Work Session
Facilitated by: Mark Schill, Praxis

Community Development
CD Facilitated Work Session
Facilitated by: Katie Boone, Future Services Institute

Innovation/Entrepreneurship/Workforce
IEW Facilitated Work Session
Facilitated by: Elissa Hansen, Northspan

4:30 - 5:00 PM

Personal Time

5:00 - 6:00 PM

Social Hour & Networking

Dinner
6:00 - 7:00 PM

Native American Storytelling
Presented by: George Goggeye
"Anishinabe World View: A look back from a Traditional, Bi-Cultural and Acculturated perspective. Discussing the impact of the past and how the future is shaped by those events."

Dinner
7:00 - 8:00 PM

Government Panel
Bridging the Gap: Economic Prosperity in Rural Minnesota
Economic Prosperity meets climate change in Itasca County as we are rapidly approaching a decision around the retirement and reuse of Boswell Energy Center. State leaders share how their organizations can help us aggressively pursue options that will allow us to weather this blow and even grow our local economy rather than face decline. Listen in on perspectives on rural economic development and the path forward.
Presented by: Senator Tom Bakk (I); Representative Ron Kresha (R). Deputy Commissioner (DEED), Kevin McKinnon; Deputy Commissioner (IRRR), Jason Metsa;
Facilitated by: Brian Hanson, APEX

8:00 - 11:00 PM

Evening Social

WEDNESDAY, OCTOBER 20TH, 2021



7:00 - 8:30 AM

Breakfast & Networking

8:30 - 10:00 AM

Key-Note Speaker, Katie Boone, Future Services Institute

Transformative Innovation: Shifting from Problem to Potential

Community and economic development is a complex practice that works to engage community, government and private sector partners to build collaborations that support strong communities, industries and markets while improving social conditions that lead to sustainable solutions that foster economic, social, ecological and cultural well-being. How do we do this in a way that supports the common good for both our people and planet? This interactive presentation will engage participants to begin to dig deeper into the work required to foster authentic relationships and multi-sector collaboration that enables transformative innovations that shift our thinking from problem and solution focused practices to leveraging our collective evolutionary potential to work with the challenges and opportunities we face.

10:00 - 10:15 AM

Break

Session 1

10:15 - 11:15 AM

Economic Development

Itasca's Carrot: Assets to Rural Attraction

Itasca County has been fortunate to land several great new opportunities recently. Expansions with existing businesses as well as new arrivals show abundant promise for economic development. Join us to hear about some of our greatest assets for attraction as well as areas upon which we need to improve.

Presented by: Chad Chancellor, Next Move Group LLC

Facilitated by: Matt Shermoen, APEX

Community Development

Community Development: Navigating the Resources Roadmap

We don't know what we don't know. Many rural communities have big ideas and passionate individuals, but don't know how to take an idea to the finish line.

Presented by: Sarah Carling, CEDA; Hannah Holman, Department of Public Transformation; and Whitney Ridlon, IRRR

Facilitated by: Benya Kraus, Lead For America

Innovation/Entrepreneurship/Workforce

Flipping the Script

As mothers who understand the devastating effects of poverty, we decided that wealth could no longer be something that was out of our reach. It could no longer be what we had seen on television, meant only for the rich and famous, or only our hopes and dreams. Wealth became a requirement, commitment, and a reality that has led to transformational growth. We redefined what wealth was in our lives and the lives of our children. In this presentation we will discuss how hopes and dreams became a reality where entrepreneurs were born. We share our truth and journey with everything in between.

Presented by: ChaQuana McEntyre, Family Rise Together; and Bobbi Jo Potter.

WEDNESDAY, OCTOBER 20TH, 2021

Session 2

11:15 AM - 12:15 PM

Economic Development

Itasca Tourism: Beyond Walleyes & Ruby Slippers

"One's DESTINATION is never a place, but a new way of EXPERIENCING LIFE." - Albatross Travel. Explore Minnesota and Visit Grand Rapids share insights on tourism and then dive into opportunities for growth in this vital Itasca County industry. Wanderlust to wonderment, how can we create a culture of adventure for today's eclectic traveler?

Presented by: Nicole Lalum, Explore Minnesota; and Megan Christianson, Visit Grand Rapids

Community Development

Engaged Leadership: Create an Environment that Leads to Success

Set the stage, create the environment, and watch your people excel. After this presentation, people will be excited to work for your organization and they will stay and produce.

Presented by: Chris Nielson, Workforce Expert

Innovation/Entrepreneurship/Workforce

Itasca, Sweat, Equity

Innovate 218, May Mobility, Launch MN...insights from real time entrepreneur programs and activity here in Itasca County. Blood, sweat, tears... (and caffeine) pave the way as local leaders establish platforms for entrepreneurs and innovators to turn ideas into ventures. Plus, an early glimpse of our innovative plans for Itasca County.

Presented by: Tamara Lowney, IEDC; Tammy Meehan-Russel, PLUM Catalyst; and Tom Tang, May Mobility

12:15 - 12:30 PM

Break

Lunch

12:30 - 1:45 PM

Key-Note Speaker, Chuck Marohn, Strong Towns

A Bottom-Up Revolution to Rebuild American Prosperity

In this presentation, Charles Marohn highlights some of the most powerful stories in his book, *Strong Towns: A Bottom Up Revolution to Rebuild American Prosperity*, and uses those insights to highlight a path to community prosperity that's as unique as your place. Using an innovative, hands-on approach, this presentation showcases why so many towns in North America are struggling financially despite decades of robust growth. This presentation is part community conversation, part lecture from an expert, and the catalyst you need for your place to become financially stronger.

1:45 PM - 2:00 PM

Break

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Work Session 2

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2:45 - 3:00 PM

Break

Work Session 3

3:00 - 4:00 PM

Economic Development

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Community Development

CD Facilitated Work Session

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Innovation/Entrepreneurship/Workforce

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4:00 - 5:00 PM

Closing & Next Steps

5:00 PM

Summit Adjournment

